



Kraft *Heinz*



Bagel Bites Marketing Recommendations





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MEET THE TEAM



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Remodeling Legacy Products

Kraft Heinz, a global pioneer in tasty, high-quality foods, is on a quest to reinvent its legacy goods for today's consumers. Inspired by a daring collaboration with DJ Mustard, the firm aims to breathe new life into iconic classics.

Staying relevant

Our team has been tasked with rebranding Bagel Bites, developing a full-cycle strategy for a limited edition release that excites new audiences, sparks cultural relevance, and reinforces the brand's place in modern snacking.



Problem Statement



What is the issue?

- Bagel Bites is losing popularity among health-conscious consumers as demand for better, more natural frozen food options rises.
- The product's present ingredients are not in line with changing customer expectations for sustainability, clean labels, and nutritional content
- This could have an effect on long-term sales performance in a competitive market.

Why?

- Rise of vegetarian and vegan lifestyle has fueled demand for plant-based frozen foods (companies like Nestle and Tyson are investing in this)
- People have reported in a decline in the quality of product
- Low morale with company working conditions

Competitors?

- Nestle markets traditional frozen foods in addition to plant-based products to appeal to all consumers. Likewise, General Mills through their company Annie's Homegrown, markets all organic frozen foods and snacks to consumers

Problem Solving Framework



Market Feasibility:

High demand from Gen Z and millennials for nostalgic snacks with a modern, healthier twist. Competitors have seen success with similar pivots and limited-edition strategies.

Financial Feasibility:

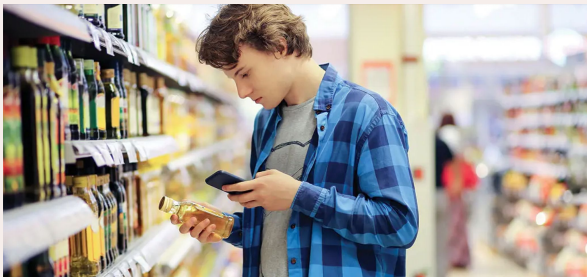
The \$1.1M 3-year budget supports strong ROI potential, with short-term sales projected to grow 10–25% and long-term growth of 5–8%.

Operational Feasibility:

A full internal team and external partners are in place to manage design, digital engagement, and rollout.

Feasibility





Buyer Persona: College Students & Busy Parents

Problems

- Bored with traditional snacks or meals
- Limited meal prep time
- Budget-conscious and/or health-conscious

Goals

- Discover new flavors or ingredients for accessibility
- Connect via social media
- Enjoy convenient snacks

Values

- Convenience
- Wide range of options
- Affordability





STEPPS Framework

S Social Currency

T Triggers

E Emotion

P Public

P Practical Value

S Stories



Multi-Pronged Budget

Benchmarking

Strategic Type: Strategic Benchmarking

Competitor: Amy's Kitchen

Product/Service: Organic, non-GMO, and vegetarian frozen meals

Business Model: Quality ingredients and sustainable practices

Growth Rate: Steady growth and increased market share in frozen food industry

Y1-Y3 Budget

Y1
\$500,000

- Launch new branding with updated packaging, digital marketing campaigns, and retail partnerships

Y2
\$350,000

- Scale awareness and loyalty through customer retention and retail expansion

Y3
\$250,000

- Focus on long-term profitability through operational efficiency and cost optimization



Customer Acquisition: KPI Framework

Business Objective #1

Increase Awareness
Goal Ad Impressions
Metric CPC, CPM

Business Objective #2

Increase Sales
KPI Purchase Intent, Lead Generation
Metric Download rate, info requests, clicks

Business Objective #3

Increase Customer Lifetime Value
KPI Purchase frequency, Average order value
Metric Promo Redemptions, Retargeting Visits, Reviews



3-Factor Risk Assessment

Risk likelihood refers to the probability that the implementation of our project will encounter negative consequences if we *do not* take mitigation measures.

Impact refers to the extent of the damage to operations assuming the negative event occurs

LOSS OF EXISTING CONSUMER BASE

Risk likelihood: Mid 26-50% **Impact:** Major

Risk mitigation: Our rebranding objective is to highlight the existing value to customers as opposed to creating new value. This strategy will allow us to maximize customer retention while simultaneously increasing appeal.

LOSS OF EXISTING BRAND CREDIT

Risk likelihood: High 76-100% **Impact:** Major

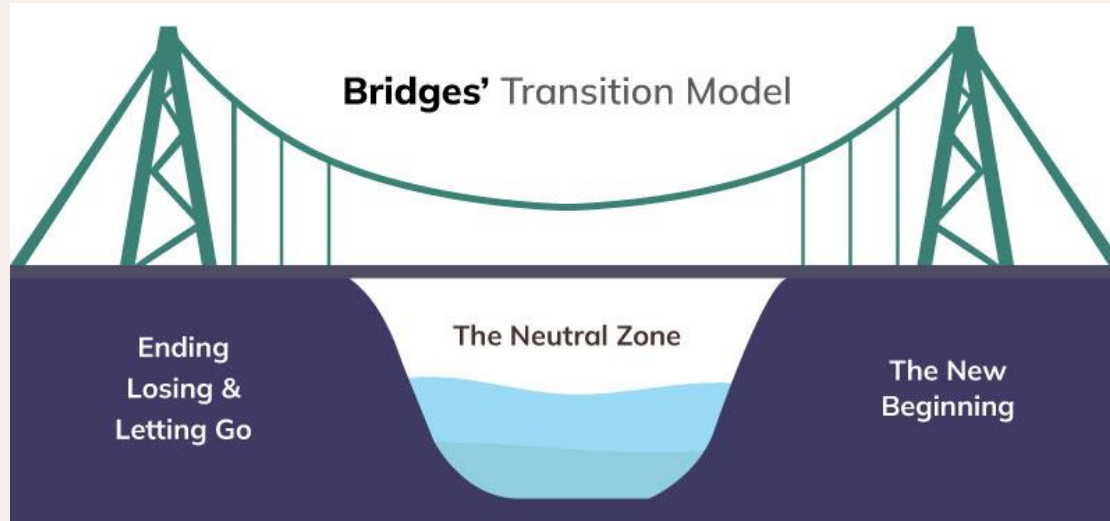
Risk mitigation: Maintain and build on the original "feel" of the bagel bites brand, rather than attempt to replace it. This will be achieved by keeping similar color themes and announcing/advertising rebrand objectives

LOSS OF REBRANDING EXPENSES

Risk likelihood: 76-100% **Impact:** Moderate

Risk mitigation: We will minimize wasted time or resources by carefully considering past trends and current branding before efficiently implementing our rebrand.

Because of the positioning of Kraft Heinz (size, number of employees, net worth, number of consumers, industry) the most important aspects of change management are in communication with and maintenance of established relationships with connected companies/organizations and consumers.



Management Strategy



User Journey Map



Awareness

Social media, website advertisements, local pop-ups, word of mouth

Consideration

Curiosity for a new product from a trusted brand, hesitation with trying a new product—particularly when its health-centric

What do customers value most about Bagel Bites?

Conversion

Reliably good taste, opportunities for further promotion/discounting through social media, clear visual reminders (online or with packaging) of healthier ingredients

Loyalty

Continued purchases, engagement with social media campaigns, participation in feedback surveys to improve product quality and taste

Advocacy

Sharing positive review by word of mouth, leaving online reviews, social media engagement → following brand account or direct promotion of product

Value Stream Mapping



Product Family and Current State

Bagel Dogs, DJ Mustard collab, Heinz condiments, frozen snacks

Produced in Florida through Heinz manufacturing → Customer base looking for quick snack, drawing on nostalgia → Desire for healthier option

Product Control

Introducing a Bagel Bites option with emphasis on clean ingredients

Launch of a Gen-Z centric social media marketing campaign → Leaning into nostalgia
Implementing promotions or rewards through social media

Final State

Customers see new product online or through social media → Curiosity to try a new product coming from a nostalgic brand → cycle of social media participation and increased loyalty

Clean + Conscious

Concept: Lean into transparency and health-conscious choices.

- **Color Palette:** Earth tones (sage green, terracotta, warm beige).
- **Graphics:** Transparent window to show the product; icons for “no artificial ingredients,” “non-GMO,” etc.
- **Typography:** Modern, soft-serif fonts to signal trust and sophistication.
- **Language:** Use phrases like “Real Ingredients,” “Bite-Sized Goodness,” or “Zero Junk, All Joy.”

OUR PLAN



Tik Tok




TikTok Trend Concept: “First Bite Challenge”



Goal:

Get users to film their **first reaction** to trying the new rebranded Bagel Bites flavor, emphasizing taste, nostalgia, and surprise, with a unique **audio track and visual format.**

Call to Action:

- On-screen text:
“Duet this with your First Bite
”
“Drop your reaction using
#FirstBiteChallenge
#BagelGlowUp”

Conclusion



🔥 Rebrand Concept: Bagel Bites – Reheated for a New Generation

We're bringing Bagel Bites back with a bold, limited-edition drop that fuses nostalgic comfort with modern cravings. This rebrand targets Gen Z and young millennials through fresh flavors, clean ingredients, and immersive social media engagement. It's a cultural moment, powered by flavor, personality, and play.



☀️ Brand Strategy Highlights:

- **Limited-edition launch** with new flavors
- **Healthier ingredients** with cleaner labels
- **Social-first marketing** (memes, polls, influencer challenges)
- **Gamified engagement** (rewards, playlists, AR filters)

KraftHeinz



Questions?

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